

Contract # 47833

Schedule Dates 10/16/12-11/06/12

Advertiser COMMITTEE AGAINST PHYSICIAN ASSISTED (354

Agency Petta, Ryan & Co. (2589)

Product POLITICAL ISSUE (1052)

Brand Est 151 (27525)

Salesperson Shiebler, Charles (1011)

Sales Office WHDH

Buyer Name /

Phone/Fax 151

CPE Local/Political Issue Agency

Account Types Standard

Billing Type

Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Petta, Ryan & Co.
117 Sterling Street
Clinton, MA 01510

Date Entered 09/05/12
Last Modified 10/11/12
Entered By Charles Shiebler
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$27,307.50
Net Total \$154,742.50
Sales Tax

WHDH Boston (WHDH)

By Broadcast Month	Spots	Rate
Oct. 2012	59	\$94,750.00
Nov. 2012	58	\$87,300.00
Grand Total:	117	\$182,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	7A- 8A (ET)	2	X	X	X	X	X			2	\$2,400.00	\$4,800.00	WHDH Boston (WHDH)		9/5/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	7A- 8A (ET)	2	X	X	X	X	X			2	\$2,400.00	\$4,800.00	WHDH Boston (WHDH)		9/5/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	7A- 8A (ET)	1	X	X						1	\$2,400.00	\$2,400.00	WHDH Boston (WHDH)		9/5/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	8A- 9A (ET)	3	X	X	X	X	X			3	\$2,400.00	\$7,200.00	WHDH Boston (WHDH)		9/5/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	8A- 9A (ET)	3	X	X	X	X	X			3	\$2,400.00	\$7,200.00	WHDH Boston (WHDH)		9/5/12
6.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	8A- 9A (ET)	1	X	X						1	\$2,400.00	\$2,400.00	WHDH Boston (WHDH)		9/5/12
7.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	10A- 11A (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
8.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	10A- 11A (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
9.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	10A- 11A (ET)	1	X	X						1	\$600.00	\$600.00	WHDH Boston (WHDH)		9/5/12
10.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	12P- 12:30P (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	12P- 12:30P (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
12.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	12P- 12:30P (ET)	1	X	X						1	\$600.00	\$600.00	WHDH Boston (WHDH)		9/5/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	1P- 2P (ET)	1	X							1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/5/12

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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Contract # 47833

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Agency Petta, Ryan & Co. (2589)
Product POLITICAL ISSUE (1052)
Brand Est 151 (27525)
Salesperson Shiebler, Charles (1011)
Sales Office WHDH
Buyer Name /
Phone/Fax 151
CPE Local/Political Issue Agency
Account Types Standard
Billing Type Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Petta, Ryan & Co.
117 Sterling Street
Clinton,, MA 01510

Date Entered 09/05/12
Last Modified 10/11/12
Entered By Charles Shiebler
CO-OP No
Headline #
Demo
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Package Deal
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Commission \$27,307.50
Net Total \$154,742.50
Sales Tax

WHDH Boston (WHDH)
By Broadcast Month Spots Rate
Oct. 2012 59 \$94,750.00
Nov. 2012 58 \$87,300.00
Grand Total: 117 \$182,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	1P- 2P (ET)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	WHDH Boston (WHDH)		9/5/12
15.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	1P- 2P (ET)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	WHDH Boston (WHDH)		9/5/12
16.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	2P- 3P (ET)	3	X	X	X	X	X			3	\$500.00	\$1,500.00	WHDH Boston (WHDH)		9/5/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	1	:30	2P- 3P (ET)	3	X							3	\$500.00	\$1,500.00	WHDH Boston (WHDH)		9/5/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	2P- 3P (ET)	1	X							1	\$500.00	\$500.00	WHDH Boston (WHDH)		9/5/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	3P- 3:30P (ET)	1	X							1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/5/12
20.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	3P- 3:30P (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	WHDH Boston (WHDH)		9/5/12
21.0	Normal Line / SPOT	10/29/12-10/26/12	1	:30	3P- 3:30P (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	WHDH Boston (WHDH)		9/5/12
22.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	3:30P- 4P (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	WHDH Boston (WHDH)		9/5/12
23.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	3:30P- 4P (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	WHDH Boston (WHDH)		9/5/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	3:30P- 4P (ET)	1	X							1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/5/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	4P- 4:30P (ET)	1	X							1	\$1,100.00	\$1,100.00	WHDH Boston (WHDH)		9/5/12
26.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	4P- 4:30P (ET)	3	X	X	X	X	X			3	\$1,100.00	\$3,300.00	WHDH Boston (WHDH)		9/5/12
27.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	4P- 4:30P (ET)	3	X	X	X	X	X			3	\$1,100.00	\$3,300.00	WHDH Boston (WHDH)		9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Contract # 4/833

Schedule Dates

10/16/12-11/06/12

Advertiser

COMMITTEE AGAINST PHYSICIAN ASSISTED (354-

Agency

Petita, Ryan & Co. (2589)

Product

POLITICAL ISSUE (1052)

Brand

Est 151 (27525)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

151

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977Petita, Ryan & Co.
117 Sterling Street
Clinton, MA 01510

Dates Entered

09/05/12

Last Modified

10/11/12

Entered By

Charles Shiebler

CO-OP

No

Headline #

Normal

Demo

15.00

Commission %

\$27,307.50

Commission

\$154,742.50

Net Total

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month

Oct. 2012

Spots

59

Rate

\$94,750.00

Grand Total:

\$182,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	4:30P- 5P (ET)	3	X	X	X	X	X			3	\$1,400.00	\$4,200.00	WHDH Boston (WHDH)		9/5/12
29.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	4:30P- 5P (ET)	3	X	X	X	X	X			3	\$1,400.00	\$4,200.00	WHDH Boston (WHDH)		9/5/12
30.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	4:30P- 5P (ET)	1	X							1	\$1,400.00	\$1,400.00	WHDH Boston (WHDH)		9/5/12
31.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	5P- 5:30P (ET)	1	X							1	\$1,600.00	\$1,600.00	WHDH Boston (WHDH)		9/5/12
32.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	5P- 5:30P (ET)	3	X	X	X	X	X			3	\$1,600.00	\$4,800.00	WHDH Boston (WHDH)		9/5/12
33.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	5P- 5:30P (ET)	3	X	X	X	X	X			3	\$1,600.00	\$4,800.00	WHDH Boston (WHDH)		9/5/12
34.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	6P- 6:30P (ET)	3	X	X	X	X	X			3	\$2,200.00	\$6,600.00	WHDH Boston (WHDH)		9/5/12
35.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	6P- 6:30P (ET)	3	X	X	X	X	X			3	\$2,200.00	\$6,600.00	WHDH Boston (WHDH)		9/5/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	6P- 6:30P (ET)	1	X							1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/5/12
37.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	7:57P- THE VOICE	1	X							1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		9/5/12
38.0	Normal Line / SPOT	10/22/12-10/22/12	1	:30	9P- PRESIDENTIAL DEBATE	1	X							1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		9/5/12
39.0	Normal Line / SPOT	10/22/12-10/26/12	1	:30	12:30P- 1P (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
40.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	12:30P- 1P (ET)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		9/5/12
41.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	12:30P- 1P (ET)	1	X	X						1	\$600.00	\$600.00	WHDH Boston (WHDH)		9/5/12

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117 Sterling Street
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Contract # 4/833

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Brand Est 151 (27525)
Salesperson Shiebler, Charles (1011)
Sales Office WHDH
Buyer Name /
Phone/Fax 151
CPE 151
Account Types Local/Political Issue Agency
Billing Type Standard
Comments

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Entered By Charles Shiebler
CO-OP No
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WHDH Boston (WHDH)

By Broadcast Month	Spots	Rate
Oct. 2012	59	\$94,750.00
Nov. 2012	58	\$87,300.00
Grand Total:	117	\$182,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.0	Normal Line / SPOT	10/31/12-10/31/12	1	:30	9p- Law & Order SVU	1			1					1	\$6,500.00	\$6,500.00	WHDH Boston (WHDH)		9/5/12
43.0	Normal Line / SPOT	10/24/12-10/24/12	1	:30	10P- CHICAGO FIRE	1			1					1	\$7,000.00	\$7,000.00	WHDH Boston (WHDH)		9/5/12
44.0	Normal Line / SPOT	10/26/12-10/26/12	1	:30	10P- DATELINE	1				1				1	\$5,000.00	\$5,000.00	WHDH Boston (WHDH)		9/5/12
45.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	7A- 8A (ET)	1					1			1	\$900.00	\$900.00	WHDH Boston (WHDH)		9/5/12
46.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	7A- 8A (ET)	1					1			1	\$900.00	\$900.00	WHDH Boston (WHDH)		9/5/12
47.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	8A- 9A (ET)	1					1			1	\$900.00	\$900.00	WHDH Boston (WHDH)		9/5/12
48.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	8A- 9A (ET)	1					1			1	\$900.00	\$900.00	WHDH Boston (WHDH)		9/5/12
49.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	6P- 7 News at 6	1					1			1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/5/12
50.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	6P- 6:30P (ET)	1					1			1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)	7 NEWS AT 6PM	9/5/12
50.0.1	Closed Preempt	11/03/12															WHDH Boston (WHDH)	Schedule Change/Exception - NOTRE DAME	
51.0	Normal Line / SPOT	10/27/12-11/03/12	1	:30	10:59p- 7 News at 11 PM	1					1			2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		9/5/12
52.0	Normal Line / SPOT	10/28/12-11/04/12	1	:30	7:57A- TODAY SHOW-SUNDAY	1						1		2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		9/5/12
53.0	Revised Line / SPOT	10/27/12-10/27/12	1	:30	6P- 6:30P (EST)	1						1		1			WHDH THIS TV (THIS TV)	7 NEWS AT 6PM	9/6/12

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54.0	M/G For 50.0.1 / SPOT	11/03/12-11/03/12	1	:30	6P- 6:30P (ET)							1		1	\$2,200.00		WHDH Boston (WHDH)	7 NEWS AT 6PM	9/6/12
54.0.1	Closed Preempt	11/03/12															WHDH Boston (WHDH)	Schedule Change/Exception	
55.0	M/G For 50.0.1 / SPOT	11/04/12-11/04/12	1	:30	6P- 7 News at 6							1		1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)	7 NEWS AT 6PM	9/13/12
56.0	Normal Line / SPOT	10/16/12-10/19/12	1	:30	12:30P- 1P (ET)			1	1	1	1			4	\$1,500.00	\$6,000.00	WHDH Boston (WHDH)		10/11/12
57.0	Normal Line / SPOT	10/16/12-10/19/12	1	:30	4P- 4:30P (ET)			1	1	1	1			4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		10/11/12
58.0	Normal Line / SPOT	10/16/12-10/19/12	1	:30	4:30P- 5P (ET)			1	1	1	1			4	\$2,500.00	\$10,000.00	WHDH Boston (WHDH)		10/11/12
59.0	Normal Line / SPOT	10/20/12-10/20/12	1	:30	6P- 6:30P (ET)							1		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)	7 news at 6pm	10/11/12

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